

Practical Research on the Cultivation of Talents for Cultural Creative Products in Colleges and Universities Based on the Construction Strategy of Traditional Cultural Inheritance and Development System

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Abstract—the paper is based on the traditional cultural heritage development system construction strategy of the university culture creative product training practice research, finally determine the project of talent fostering and the building mechanism of science, in a creative and innovative as the basic connotation, course teaching and practice activities as the main carrier, an independent, complete creative entrepreneurial talent training system, improve and perfect the talent training scheme, building features innovative and entrepreneurial practice teaching system. At the same time, relevant theoretical and practical results are obtained, which can provide reference for colleges and universities with similar ideas, as well as case reference for talent cultivation.

Keywords—traditional culture, talent training, college cultural creation, products

I. INTRODUCTION

Traditional culture is the product of inheritance and development and the excellent achievement of social progress. Only the thousands of excellent things can be handed down from generation to generation and inherited and carried forward by the world. In the field of traditional culture, Chinese traditional culture is said to be extensive and profound, with the crystallization of the wisdom of predecessors. However, when we have them, we should also change and expand with The Times. The cultivation of talents for cultural and creative products in universities is a key point of research, which complies with the integration process of "production, study and research" and promotes the multi-link development and innovation of teaching, subject research and cultural and creative products in universities.

II. CULTURAL POWER

Due to the high value-added culture creative industry, sustainable development, the large capacity of employment opportunities and higher than the growth of the national economy and is valued by more and more countries and development strategies become more and more countries and regions, many countries put forward founding "culture", "cultural power" strategy, we formulated and implemented a series of development strategies and policies, cultural creative industries in the leading role of regional economic and social development, has become the consensus of all countries in the world and regional government. Therefore, cultural and creative industry has become one of the most dynamic industries in the world economy in the 21st century.

Many creative products, marketing and services in developed countries have attracted worldwide attention, forming a huge wave of creative economy that swept across the world. The creative industries in developed countries have been developing rapidly with their own unique orientation, fields and methods, showing a warm picture of the global emergence of creative industries. From the perspective of the development of international creative entrepreneurship, Britain, the United States, Australia, South Korea, Denmark, the Netherlands, Singapore and other countries are the model countries of creative industries. They all have their own development characteristics and have generated huge economic benefits.

According to UN statistics, cultural and creative industries account for 7% of global GDP and are growing at a rate of 10% per year, much higher than the growth rate of global GDP. Growth is even faster in some developed countries, with America growing by 14% a year and Britain by 12%. As a new power of world economic growth, the cultural and creative industry has led the development of global economy in the future and become a new trend of world economic development and a strategic choice of many countries.

From the perspective of the whole economy of a country, the development of creative economy must rely on the overall improvement of national quality and the encouragement and promotion of group creativity. The UK is the birthplace of the world's creative economy and is now the biggest beneficiary of it. However, the cultivation of creative talents in the UK does not emphasize quick success, and it is believed that there must be a highly developed education foundation for the healthy operation of creative economy. To this end, a report by the British parliament in 1988 stated: "the imagination of the people is the greatest resource of the nation. Imagination breeds inventions, economic benefits, scientific discoveries, technological

improvements, superior management, job opportunities, community and a more secure society. The imagination is primarily literary. Literature and art can make mathematics, science and technology more colorful and will not replace it. This has led to the prosperity and prosperity of the whole society. Therefore, creative education and development are regarded as the profound foundation for the sustainable development of creative industry. In terms of the scale of development, the United States has always been the leader of the world creative economy, and its natural advantages in talent gathering have attracted many creative talents from all over the world. In terms of talent cultivation mechanism, the United States pays more attention to the construction of creative products and industry-oriented talent industrial chain.

China has defined the form and form of cultural and creative industry, and clearly proposed the main task of national development of cultural and creative industry, indicating that the country has put cultural and creative industry in the height of cultural innovation for the overall layout.

In recent years, accelerating the development of cultural and creative industries has become an important national strategy. After 2003, the state council and relevant ministries and commissions issued relevant industrial support policies and guidance. In the 11th five-year plan period, China proposed the goal of building an "innovative country". The key point of the construction was to take the enhancement of independent innovation capacity as an important strategic base for economic development, while the cultural and creative industry was valued by local governments for its distinctive industrial characteristics.

In January 2006, the state council issued several opinions on deepening the reform of the cultural system, which pointed out that in today's world, culture and economic and political integration have become increasingly prominent in the competition of comprehensive national strength. In the historical process of building a well-off society in an all-round way and realizing the great rejuvenation of the Chinese nation, the prosperity and development of socialist advanced culture has an overall strategic position and role.

"Opinion", stressed that to follow the laws and features of the construction of socialist spiritual civilization, to meet the requirements of the development of the socialist market economy and promoting system and mechanism innovation, the liberation and development of cultural productive forces and arouse the enthusiasm and creativity of cultural workers, the prosperity of socialist culture, and constantly satisfy the people's growing spiritual and cultural needs, improve the scientific and cultural qualities of the whole nation, cultivate have ideal, morality, culture and discipline of socialist citizens and to promote the all-round development of human beings.

Goals and tasks of the reform of cultural system is: taking development as the theme, driven by the reform, focusing on the system and mechanism innovation, form a scientific and effective macro cultural management system, efficient production and service of micro operation mechanism, with public ownership as the main body, a variety of common development of cultural industry pattern and integrated, open, competitive and orderly modern cultural market system; We should form a sound system of cultural innovation, form a pattern of cultural openness that takes national culture as the main body, absorbs foreign beneficial cultures, and pushes Chinese culture into the world.

The opinion stresses that great importance should be attached to the construction of talent team and efforts should be made to cultivate leading figures and professionals in the cultural field.

III. IN THE OPINION, THE TRAINING OF TALENT TEAM, ESPECIALLY PROFESSIONAL TALENT TRAINING IS EMPHASIZED.

The emphasis is on strengthening the systematic combing and rational exploitation and utilization of cultural resources. We should encourage and guide the participation of social forces and promote the transmission, dissemination and sharing of excellent cultural resources. We should make full use of creative and scientific and technological means, pay attention to the combination with industrial development, promote the integration of cultural resources with modern production and life, spread culture, develop industry, increase benefits, and realize the organic unification of cultural value and practical value. We will strive to gradually form a system of cultural and creative products with diverse forms, distinctive features and strong competitiveness by 2020 to meet the growing, upgraded and individualized material and spiritual needs of the general public. We will promote cooperation between cultural relics units, cultural and creative design institutions, institutions of higher learning and vocational schools, and raise the level of design and development of cultural and creative products.

In January 2017, the general office of the central committee of the communist party of China, the state council general office issued by the state council bulletin the inheritance and development projects on the implementation of Chinese excellent traditional culture of opinions "(hereinafter referred to as" opinions ")", "opinion", established the development system to build Chinese excellent traditional culture inheritance, inheriting Chinese excellent traditional culture development project, is a major strategic task of the construction of socialist culture power.

With the profound changes in China's economy and society, the increasing opening up to the outside world, the rapid development of Internet technology and new media, and more frequent exchanges and exchanges of various ideas and cultures, it is urgent to deepen the understanding of the importance of China's excellent traditional culture and further enhance cultural self-consciousness and cultural confidence. Urgently need to dig deep connotation of Chinese excellent traditional culture value, further stimulate the vigor and vitality of the Chinese excellent traditional culture, inheriting Chinese excellent traditional culture development project, is a major strategic task of the construction of socialist culture power, the overall goals of the country, by 2025, Chinese excellent traditional culture inheritance development system basic formation, research, education

popularization exposition, protect inheritance, innovation and development, dissemination, communication, etc. We obtain important achievements.

Of these developed more developing traditional culture, creative talents cultivation problems, there are a lot of this, this thesis probes into the domestic such as k.wang wrote the cultural tourism industry development and the creative talent training through the origin, characteristics of cultural tourism industry and industry analysis of the form and development status of modern, explore the value of the development of cultural tourism industry and the internal relations and cultivating creative talents method path, in order to promote cultural tourism industry more healthy, more scientific, more human development; According to the thoughts on the cultivation and employment of design talents under the background of cultural and creative industry written by zhang aizhong, the cultivation of design professionals in colleges and universities is an important measure to adapt to the development of cultural and creative industry in the current society, and it is also the power source for the harmonious development of cultural and creative industry. In his article on the role of colleges and universities in the development of cultural and creative industries, zhou yijun analyzed and concluded the role of colleges and universities in the development of cultural and creative industries on the basis of the investigation of some colleges and universities. In his article "the development of creative industries and the cultivation strategy of creative talents in China", hu jianjun believes that only by cultivating and enhancing the concentration of high-end talents and teams in creative industries can the sustainable development of China's creative economy be maintained.

With the strategic target of national building development system, formulate scientific and effective in line with the construction of Chinese excellent traditional culture heritage culture creative product training mode for the development of system, forming a series of convenience of reference and operation training scheme, can solve in the colleges and universities to carry out the new creative product talent training mechanism, teachers, employment and other issues, for different levels school inheritance and carry forward the national traditional art for reference to personnel training.

IV. PROTECTION OF CULTURAL CREATIVE PRODUCT TALENTS NEEDED IN COLLEGE TRAINING AND DEVELOPMENT SYSTEM OF CHINESE EXCELLENT TRADITIONAL CULTURE INHERITANCE AND DEVELOPMENT:

1) accurately locate the training target

When cultivating talents for cultural and creative products required in the system, the training target should be grasped. To meet the development needs of the national art cause, special, badly needed and in short supply of high-end art talents, there is an essential difference between them and general education education, social art training and internal post training. In general, when determining the training object, it is necessary to select the best.

2) to explore scientific and effective cultivation methods or models

The effective cultivation mode or training mode of the design science is to make use of various resources owned by colleges and universities, museums of cultural relics, social enterprises, and master studios of folk skills.

The funded projects for the cultivation of artistic talents can adopt flexible and diversified training methods, such as classroom teaching, exchange practice, artistic creation practice and operation and management practice. On the premise of ensuring training quality, optimize training schedule and training methods.

3) perform project demonstration in advance

Personnel training needs to involve all kinds of expenditure, and accurate budget in advance is conducive to the economic evaluation and approval of colleges and universities before implementation and operation.

In addition to the safety accident of necessary talents, practical argumentation should be carried out from several aspects, and theoretical research should be promoted in the way of practice. In order to make good flaunting effect for the subsequent research, detailed analysis should be made from the following aspects. 1. Starting from the background, purpose and significance of the inheritance of national traditional art, collect relevant research materials, integrate and sort them out, form my own opinions and discuss related issues in depth. 2. Developed the specific action plan of the subject, designed the specific questionnaire, and tested the validity of the questionnaire in a small range. 3. Conducted field research of the subject research, conducted in-depth interviews with some schools and interviewed relevant teachers and students to learn about the cognition degree and attitude of relevant groups on the inheritance of national traditional art campus in micro times, and the team members actively recorded and sorted out materials. 4. Sorted out data through massive data accumulation and questionnaire analysis.

V. CONCLUSION

The paper through in-depth research, formulate scientific and effective development system conform to the construction of Chinese excellent traditional culture inheritance of culture creative product training of practice and study and solve the way about how to develop, use what resources and achieve what effect, forming a series of convenience of reference and operation training scheme, can solve in the colleges and universities to carry out the new creative product talent training mechanism, teachers, employment and other issues, on innovative research and practice.

This topic combines the national strategic requirements for the development and construction of traditional culture, and studies the long-term mechanism and strategy of cultural creative product talent cultivation, with a novel perspective and

emphasis on practicality and operability, which is of reference significance for schools at different levels to inherit traditional national art.

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